

In response to the Office Action of October 4, 2001, please amend this application as follows:

**IN THE CLAIMS:**

Please amend claims 1-7 by way of replacement and add new claims 13-22, as follows. A marked-up version of the amended claims is enclosed in an Appendix provided herewith.

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1. (Amended) A method for targeted marketing, comprising:  
generating an identification number associated with at least one paging service subscriber; and  
attaching an advertisement script to a page message for the paging service subscriber having the identification number.
  2. (Amended) The method of Claim 1, further comprising:  
storing the generated identification number in a central database;  
programming a paging unit of the paging service subscriber with the identification number;  
correlating the identification number stored in the central database with the identification number programmed into the paging unit; and  
transmitting the advertisement script and the message to the paging unit programmed with the identification number based upon the correlation.
  3. (Amended) The method of Claim 2, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script prior to transmitting the message.
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4. (Amended) The method of Claim 2, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script after transmitting the message.

5. (Amended) A method for attaching advertisements to messages received by paging units, comprising:

generating an identification number associated with at least one paging service subscriber and storing the generated identification number in a central database;

programming a paging unit of the paging service subscriber with the identification number;

attaching an advertisement script to a page message for the paging service subscriber having the identification number programmed into the paging unit; and

transmitting the advertisement script and the message to the paging unit having the identification number.

6. (Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script prior to transmitting the message.

7. (Amended) The method of Claim 5, wherein the step of attaching the advertisement script to the page message comprises transmitting the advertisement script after transmitting the message.

13. (New) The method of Claim 1, wherein the step of generating the identification number comprises generating a capcode.

14. (New) The method of Claim 1, wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes corresponding to a plurality of paging service subscriber types.

15. (New) The method of Claim 14, wherein the step of generating the plurality of capcodes comprises generating the plurality of capcodes corresponding to a plurality of paging service subscriber types including at least one of residential paging service subscribers, business paging service subscribers, small business paging service subscribers, and large business paging service subscribers.

16. (New) The method of Claim 1, wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes associated with at least one paging service subscriber.

17. (New) The method of Claim 16, wherein the step of generating the plurality of capcodes comprises generating the plurality of capcodes corresponding to at least one of a number of advertisement scripts to be attached and a number of times a day the subscriber receives an advertisement script.

18. (New) The method of Claim 5, wherein the step of generating the identification number comprises generating a capcode.

19. (New) The method of Claim 5, wherein the step of generating the identification number associated with at least one paging service subscriber comprises generating a plurality of capcodes corresponding to a plurality of paging service subscriber types.

20. (New) The method of Claim 19, wherein the step of generating the plurality of capcodes comprises generating the plurality of capcodes corresponding to a plurality of paging service subscriber types including at least one of residential paging service subscribers, business